

GOVERNMENT OF NEWFOUNDLAND AND LABRADOR

**Highway Planning and Research
Department of Transportation
St. John's, Newfoundland**

DEPARTMENT OF TRANSPORTATION

RESEARCH REPORT NO. 27
RESULTS SEAT BELT SURVEY

JULY 13, 1984

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August, 1984

SUMMARY

This month's Seat Belt Survey Report, Research Report No. 27, was conducted on July 13, 1984 which showed a Provincial Average wearing rate of 73.9%. The percentage of child seats was decreased to 0.1% from the January survey of 1.3%. A total of 3,800 vehicles were surveyed, which is up from last month's total of 3,238 an increase of 17.3%.

SPECIFIC SURVEYS

1. Foxtrap Access to Trans Canada Highway, 08:00 to 09:00, E. Murray. The July survey, Table 4, indicates a decrease in seat belt use to 70.5% from the January value of 88.5%. Most drivers take seat belt use serious.
2. Roaches Line Access to Trans Canada Highway, 07:00 to 08:00, G. Jerrett. The July survey, Table 5, indicates an increase in seat belt use to 85.8% from the January value of 76.7%. All drivers are serious about seat belt use.
3. Harbour Arterial Ramp to Water Street, 08:30 to 09:30, B. Hillier. Data shown on Table 6 reveal a July decline in seat belt use to 86.6% from the January value of 89.4%. The majority of drivers are serious about seat belt use.
4. Village Mall, 9:45 to 10:45, E. Murray & S. Payne. The July survey, Table 7, indicates an increase in seat belt use to 67.4% from the January value of 58.0%. Male drivers are not as serious about seat belt use.
5. Hotel Newfoundland, 08:30 to 09:30, H. Avery. The July survey, Table 8, indicates a decrease in seat belt use to 82.5% from the January value of 90.1%. All drivers are serious about seat belt use.

6. Avalon Mall, 11:00 to 12:00, E. Murray & S. Payne:
The July survey, Table 9, indicates an increase in seat belt use to 76.6% from the January value of 62.8%. Most drivers appear to be serious about seat belt usage.
7. Janeway Hospital, 12:15 to 13:15, E. Murray & S. Payne: July survey, Table 10, indicates an increase in seat belt use to 64.0% from the January value of 56.9%. Male drivers (25-44) are pulling this average down.
8. Bay Roberts Mall, 11:00 to 12:00, G. Jerrett: The July survey, Table 11, in the rural community indicates an increase in seat belt use to 78.0% from the January value of 65.1%. Most drivers are serious about seat belt use.
9. Grand Falls, 14:30 - 15:30, V. Young & D. Higdon:
The survey, Table 12, shows a decrease in seat belt use to 78.3% from the January rate of 80.3%. Female drivers appear to be more serious about seat belt use.
10. Clareville, 11:45 - 12:45, W. Wiseman: The July survey, Table 13, shows a decrease in seat belt use to 68.7% from the January rate of 72.6%. Female drivers appear to be more serious about seat belt use.

11. Atlantic Place, 8:30 - 9:30, S. Payne. The July survey, Table 14, indicates an increase in seat belt use to 79.0% from the January value of 70.3%. Most drivers appear to be serious about seat belt use.
13. Labrador City, 14:00 - 15:00 R. Hiscock. The July survey, Table 15, shows an increase in seat belt use to 58.4% from the January value of 51.5%. This is still the lowest wearing rate in the province.

STATISTICAL TABLES

JULY 13, 1984

Note: Statistical Tables for previous months can be obtained upon request.

Table 1
July 13, 1984

SEAT BELT SURVEY

AREA: Provincial Average

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 2
16-24	123	145	268	
25-44	1195	754	1949	
45-64	419	103	522	
65+	<u>64</u>	<u>7</u>	<u>71</u>	
TOTAL	1801	1009	2810	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 2
16-24	69	33	102	
25-44	524	150	674	
45-64	179	20	199	
65+	<u>14</u>	<u>1</u>	<u>15</u>	
TOTAL	786	204	990	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.1%
16-24	64.0	81.4	72.4	
25-44	69.5	83.4	74.3	
45-64	70.0	83.7	72.3	
65+	<u>82.0</u>	<u>87.5</u>	<u>82.5</u>	
TOTAL	69.6	83.1	73.9	

Table 2
July 13, 1984

SEAT BELT SURVEY

AREA: Urban Average

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 1
16-24	100	107	207	
25-44	1065	701	1766	
45-64	367	99	466	
65+	<u>59</u>	<u>7</u>	<u>66</u>	
TOTAL	1591	914	2505	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 2
16-24	58	27	85	
25-44	486	145	631	
45-64	162	20	182	
65+	<u>14</u>	<u>1</u>	<u>15</u>	
TOTAL	720	193	913	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.1%
16-24	63.2	79.8	70.8	
25-44	68.6	82.8	73.6	
45-64	69.3	83.1	71.9	
65+	<u>80.8</u>	<u>87.5</u>	<u>81.4</u>	
TOTAL	68.8	82.5	73.2	

Table 3
July 13, 1984

SEAT BELT SURVEY

AREA: Highway Average

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 1
16-24	23	38	61	
25-44	130	53	183	
45-64	52	4	56	
65+	<u>5</u>	<u>0</u>	<u>5</u>	
TOTAL	210	95	305	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	11	6	17	
25-44	38	5	43	
45-64	17	0	17	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	66	11	77	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.3%
16-24	67.6	88.3	78.2	
25-44	77.3	91.3	80.9	
45-64	75.3	100.0	76.7	
65+	<u>100.0</u>	<u>0</u>	<u>100.0</u>	
TOTAL	76.0	89.6	79.8	

Table 4
July 13, 1984

SEAT BELT SURVEY

AREA: Intersection Foxtrap Access & TCH (8:00 - 9:00) E. Murray

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 1
16-24	5	10	15	
25-44	52	27	79	
45-64	13	1	14	
65+	<u>2</u>	<u>0</u>	<u>2</u>	
TOTAL	72	38	110	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	3	3	6	
25-44	26	4	30	
45-64	10	0	10	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	39	7	46	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.6%
16-24	62.5	76.9	71.4	
25-44	66.6	87.0	72.4	
45-64	56.5	100.0	58.3	
65+	<u>100.0</u>	<u>0.0</u>	<u>100.0</u>	
TOTAL	64.8	84.4	70.5	

Table 5
July 13, 1984

SEAT BELT SURVEY

AREA: Roaches Line (7:00 - 8:00) G. Jerrett

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	9	3	12	
25-44	36	8	44	
45-64	30	2	32	
65+	<u>3</u>	<u>0</u>	<u>3</u>	
TOTAL	78	13	91	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	2	0	2	
25-44	6	0	6	
45-64	7	0	7	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	15	0	15	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	81.8	100.0	85.7	
25-44	85.7	100.0	88.0	
45-64	81.0	100.0	82.0	
65+	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	
TOTAL	83.8	100.0	85.8	

Table 6
July 13, 1984

SEAT BELT SURVEY

AREA: Hr. Arterial (8:30 - (9:30) B. Hillier

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	9	25	34	
25-44	42	18	60	
45-64	9	1	10	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	60	44	104	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	6	3	9	
25-44	6	1	7	
45-64	0	0	0	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	12	4	16	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	60.0	89.2	79.0	
25-44	87.5	94.7	89.5	
45-64	100.0	100.0	100.0	
65+	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	
TOTAL	83.3	91.6	86.6	

Table 7
July 13, 1984

SEAT BELT SURVEY

AREA: Village Mall (9:45 - 10:45) Edwina Murray & Shawn Payne

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	13	12	25	
25-44	100	82	182	
45-64	33	8	41	
65+	<u>8</u>	<u>1</u>	<u>9</u>	
TOTAL	154	103	257	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 1
16-24	7	2	9	
25-44	68	24	92	
45-64	16	4	20	
65+	<u>2</u>	<u>1</u>	<u>3</u>	
TOTAL	93	31	124	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.3%
16-24	65.0	85.7	73.5	
25-44	59.5	77.3	66.4	
45-64	67.3	66.6	67.2	
65+	<u>80.0</u>	<u>50.0</u>	<u>75.0</u>	
TOTAL	62.3	76.8	67.4	

Table 8
July 12, 1984

SEAT BELT SURVEY

AREA: Hotel Nfld. (8:30 - 9:30) Herman Avery

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	0	0	0	
25-44	300	216	516	
45-64	61	14	75	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	361	230	591	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	0	0	0	
25-44	90	21	111	
45-64	14	0	14	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	104	21	125	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	0.0	0.0	0.0	
25-44	76.9	91.1	82.3	
45-64	81.3	100.0	84.3	
65+	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	
TOTAL	77.6	91.6	82.5	

Table 9
July 13, 1984

SEAT BELT SURVEY

AREA: Avalon Mall (11:00 - 12:00) Edwina Murray & Shawn Payne

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	18	7	25	
25-44	188	93	281	
45-64	54	21	75	
65+	<u>13</u>	<u>1</u>	<u>14</u>	
TOTAL	273	122	395	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 1
16-24	4	3	7	
25-44	60	18	78	
45-64	31	3	34	
65+	<u>1</u>	<u>0</u>	<u>1</u>	
TOTAL	96	24	120	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.2%
16-24	81.8	70.0	78.1	
25-44	75.8	83.7	78.2	
45-64	63.5	84.4	68.8	
65+	<u>92.8</u>	<u>100.0</u>	<u>93.3</u>	
TOTAL	73.9	83.5	76.6	

Table 10
July 13, 1984

SEAT BELT SURVEY

AREA: Janeway Hospital (12:15 - 1:15) Edwina Murray & Shawn Payne

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	5	23	28	
25-44	135	89	224	
45-64	36	10	46	
65+	<u>7</u>	<u>0</u>	<u>7</u>	
TOTAL	183	122	305	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	12	2	14	
25-44	100	29	129	
45-64	23	2	25	
65+	<u>3</u>	<u>0</u>	<u>3</u>	
TOTAL	138	33	171	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	29.4	92.0	66.6	
25-44	57.4	75.4	63.4	
45-64	61.0	83.3	64.7	
65+	<u>70.0</u>	<u>0</u>	<u>70.0</u>	
TOTAL	57.0	78.7	64.0	

Table 11
July 13, 1984

SEAT BELT SURVEY

AREA: Bay Roberts (11:00 - 12:00) G. Jerrett

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	15	17	32	
25-44	58	39	97	
45-64	48	14	62	
65+	<u>12</u>	<u>3</u>	<u>15</u>	
TOTAL	133	73	206	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	#Child Seats = 0
16-24	5	2	7	
25-44	21	7	28	
45-64	18	2	20	
65+	<u>3</u>	<u>0</u>	<u>3</u>	
TOTAL	47	11	58	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	75.0	89.4	82.0	
25-44	73.4	84.7	77.6	
45-64	72.7	87.5	75.6	
65+	<u>80.0</u>	<u>100.0</u>	<u>83.3</u>	
TOTAL	73.8	86.9	78.0	

Table 12
July 13, 1984

SEAT BELT SURVEY

AREA: Grand Falls (9:45 - 10:45) V. Young & D. Higdon

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	14	18	32	
25-44	58	40	98	
45-64	48	13	61	
65+	<u>13</u>	<u>2</u>	<u>15</u>	
TOTAL	133	73	206	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	4	2	6	
25-44	20	8	28	
45-64	17	2	19	
65+	<u>4</u>	<u>0</u>	<u>4</u>	
TOTAL	45	12	57	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	77.7	90.0	84.2	
25-44	74.3	83.3	77.7	
45-64	73.8	86.6	76.2	
65+	<u>76.4</u>	<u>100.0</u>	<u>78.9</u>	
TOTAL	74.7	85.8	78.3	

Table 13
July 13, 1984

SEAT BELT SURVEY

AREA: Int. Manitoba & Memorial Drive, Clarendville
(11:45 - 12:45) W. Wiseman

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 1
16-24	18	17	35	
25-44	126	55	181	
45-64	40	10	50	
65+	<u>4</u>	<u>0</u>	<u>4</u>	
TOTAL	188	82	270	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	8	6	14	
25-44	74	13	87	
45-64	17	4	21	
65+	<u>1</u>	<u>0</u>	<u>1</u>	
TOTAL	100	23	123	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.3%
16-24	69.2	73.9	71.4	
25-44	63.0	80.8	67.5	
45-64	70.1	71.4	70.4	
65+	<u>80.0</u>	<u>0.0</u>	<u>80.0</u>	
TOTAL	65.2	78.0	68.7	

Table 14
July 13, 1984

SEAT BELT SURVEY

AREA: Atlantic Place Entrance (8:30 - 9:30) Shawn Payne

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	2	6	8	
25-44	56	53	109	
45-64	14	4	18	
65+	<u>1</u>	<u>0</u>	<u>1</u>	
TOTAL	73	63	136	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	2	3	5	
25-44	14	9	23	
45-64	6	2	8	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	22	14	36	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	50.0	66.6	61.5	
25-44	80.0	85.4	82.5	
45-64	70.0	66.6	69.2	
65+	<u>100.0</u>	<u>0.0</u>	<u>100.0</u>	
TOTAL	76.8	81.8	79.0	

Table 15
July 13, 1984

SEAT BELT SURVEY

AREA: Labrador City (2:00 - 3:00) R. Hiscock

SHOWING USE OF SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	15	7	22	
25-44	44	34	78	
45-64	33	5	38	
65+	<u>1</u>	<u>0</u>	<u>1</u>	
TOTAL	93	46	139	

NOT USING SHOULDER HARNESS

	<u>Male</u>	<u>Female</u>	<u>Total</u>	# Child Seats = 0
16-24	16	7	23	
25-44	39	16	55	
45-64	20	1	21	
65+	<u>0</u>	<u>0</u>	<u>0</u>	
TOTAL	75	24	99	

WEARING PERCENTAGE

	<u>Male</u>	<u>Female</u>	<u>Total</u>	% Child Seats = 0.0%
16-24	48.3	50.0	48.8	
25-44	53.0	68.0	58.6	
45-64	62.2	83.3	64.4	
65+	<u>100.0</u>	<u>0.0</u>	<u>100.0</u>	
TOTAL	55.3	65.7	58.4	

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